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HOMEMAKERS' CHAT

Wednesday, November 15, 1939

(FOR BROADCAST USE ONLY)

Subject: "FOOD SHOPPING TIPS." Information from the Bureau of Agricultural Economics, U. S. Department of Agriculture, and the Consumers' Counsel, Agricultural Adjustment Administration.

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Once again here's news for the lady who plans her family's meals and does the family marketing. This news is to help you know how prices and supplies of food are going so you can take advantage of seasonal foods when they are cheap and plentiful. Today's news may help you in planning and shopping for your Thanksgiving dinner.

First, let's just take a quick glance at some of the important foods on the market this month. November is the month when tangerines start coming to market from Florida and navel oranges begin coming in from California. More oranges and grapefruit are coming to market this month, but fewer apples and grapes and pears. Another fruit very much in the picture right now is cranberries. Cranberries are usually more plentiful in November than any other month in the year. The same is true for those miniature green cabbages--brussels sprouts. November is the month to serve brussels sprouts if you want to get them when they are plentiful and least expensive. As for butter and eggs, they will not be so plentiful this month as last. But much more poultry will be for sale. December, however, is the peak season for poultry on the market.

Well, there's the November food picture at a quick glance. Now for some details about these and other foods on the market.



As you probably know, most of the tender green fresh vegetables selling during the winter come from southern and far-western States. When the markets run short on these vegetables during the winter, you can make a good guess that the South and the far-West have had too much rain for the vegetable crops or that frosts have been doing damage. So far this year these districts have had pretty good growing conditions. If the weather continues kind, you should be able to buy plenty of good green vegetables at reasonable costs all winter. Farmers in these districts have put in more acres of market vegetables for the early winter crops than they did last year.

Most of the more hardy winter vegetables like cabbage, onions, potatoes, and sweetpotatoes come from northern warehouses where the crops just harvested are in storage. This year the markets have less cabbage to sell, but more onions than last year. You'll find considerably less Danish cabbage on the market. That's the cabbage that has a hard compact head and stores well. As for the domestic-type cabbage widely used for the manufacture of kraut, the crop this year is only half the size of last year's big crop. But you'll find lots of onions for sale. The onion crop this fall is a fifth again as large as last year's crop. As for potatoes and sweetpotatoes, crops of both are slightly smaller this year than last.

Now about meat. For the rest of this year, much more meat will be for sale than last year at this time. A great deal more pork is for sale. And more and better-grade beef is coming to market but less lower-grade beef. Right now not so much lamb is for sale, but in December when the grain-fed lambs start coming on the market, your butcher will have more lamb for sale than last year.

Here's a reminder to help you in meat shopping at this time of year: Just remember that on the market November is the month for less lamb and beef but more pork.



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Now here's a tip or two about buying those brussels sprouts. Good quality sprouts are firm, and have a good green color and a fresh bright appearance. Now and then you'll find sprouts that are puffy. These are all right to eat but they aren't so good in flavor. If you buy sprouts that are wilted or yellow, you'll have to waste a good deal in getting them ready to cook.

As you've heard already, both turkeys and cranberries are going to be plentiful this year. Here are a few tips on buying cranberries. Cranberry season is from September to January but cranberries are most plentiful in November. The best berries are firm and plump, shiny and bright colored. Buying shrivelled or dull or soft cranberries doesn't pay. Sometimes you'll find moisture like dew on cranberries that have just come out of cold storage. That kind of moisture does no harm. But when you find berries moist from damage in shipping or handling, better avoid the berries for they'll probably be tough.

As a final tip-off to food-shoppers, let me read you the Secretary of Agriculture's official list of surplus foods. These foods are on the list because the country has such big supplies of them. Since they are so plentiful, they should be good buys. Here are the surplus foods: butter, eggs, raisins, pork, lard, dried prunes, onions, dry beans, apples, fresh pears, wheat flour, whole wheat flour, and corn meal.

And that's all the tips on food shopping for today.

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